MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BIS 2014 – MANAGEMENT INFORMATION SYSTEMS

(All sections / Groups)

14 MARCH 2020
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given .
3. Please print all your answers in the Answer Booklet provided.

QUESTION 1

a. You work for an auto manufacturer and distributor. Clarify 3 ways how could you use information systems to achieve greater customer intimacy?

(9 marks)

b. Distinguish between information technology and information systems. Describe some of the functions of information systems.

(10 marks)

c. Explain what operational excellence is. Clarify how can information systems help achieve it?

(6 marks)

QUESTION 2

a. Scalability refers to the ability of a computer, product, or system to expand to serve a large number of users without breaking down. Explain why is scalability essential to the success of the modern business firm?

(10 marks)

b. A small design agency you are consulting for will be creating client websites and wants to purchase a web server so they can host the sites themselves. Discuss how will you advise them on this purchase?

(15 marks)

Continued .....

QUESTION 3

a. What is the digital divide and how does it impact society? (9 marks)

b. Distinguish between cloud computing, green computing, and quantum computing. (6 marks)

c. List and describe FIVE (5) reasons why information systems are so important for business today. (10 marks)

QUESTION 4

a. Explain how the value chain model can be used to identify opportunities for information systems. (10 marks)

b. Use the value chain and competitive forces models to evaluate the impact of the Internet on automobile manufacturers and automobile retail stores such as Ford Motors. (15 marks)

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